

Tree Planting Overview



The 2006 Global Environmental Campaign is called "A Million Trees. A Million Dreams™". This campaign is inspired by Nobel laureate Wangari Maathai and her organization the Green Belt Movement, who we partnered with this past year and who told us that each of us requires the oxygen output of ten trees to support our own impact on the environment.

Roger Barnett, CEO and President of Shaklee, has a vision for 2006. He would like to invite every Shaklee Family Member throughout the U.S. and Canada to join together to demonstrate our respect for the Earth, to celebrate our heritage of environmental leadership, and to introduce new people to our incredible company. On April 22, Shaklee will launch our biggest Earth Day Campaign: A Million Trees. A Million Dreams.

We urge all of you to come together to plant a million trees! This will be a year-long campaign. You may want to:

- Plan to plant your trees in the afternoon on Earth Day, April 22nd.
- Plan to plant your trees at a school, park, or neighborhood in need.
- Plan to plant one larger tree in a ceremony.
- Plan your tree planting to urge a school, a classroom, your customers or neighbor to go to ShakleeMillionTrees.org after April 1, 2006 to use our Shaklee Carbon Calculator to calculate how many trees you would need to plant to offset your impact on the environment.
- If you encourage others to join your efforts and plant trees through American Forest, one of the campaign partners, trees will be planted with your donation of \$1 per tree (minimum donation to American Forest is \$10).
- Through American Forest, you can also view all of your options for planting a single tree yourself for an activity or through a donation.
- You can even set up the new Shaklee Web link at a meeting or booth and encourage others to use the Shaklee Carbon Calculator. It's interesting, very easy to use, and helps educate others.

This is a perfect vehicle for you to spread the word about Shaklee in your community.

How do you go about planting trees, buying trees, or donating trees? **Please see the following TREE BUYING RESOURCE for getting started with your own personal campaign.**

2006 Tree Buying Resource



GETTING READY



- 1. After April 1, you can go to www.shakleemilliontrees.org** for a special Shaklee Carbon Calculator that is a useful tool to determine a person, family, classroom or business carbon offset calculator that Shaklee has prepared for your use in partnership with the American Forest organization. Through The American Forest, you can donate trees for \$1 a tree to be planted for you or you can buy seedlings or a larger tree to plant in a ceremony. IT IS IMPORTANT TO KNOW THAT EACH REGION OF THE U.S. HAS DIFFERENT TREE PLANTING SEASONAL DATES. Let this be your guideline for any local tree planting events you may plan-if you plant in a region, make sure you work with the type of tree and the best time to plant your tree, so that your tree or trees will flourish!
- 2. Locate the nearest source of affordable quality trees** appropriate for your area. In the United States, the best resource will probably be the U.S. Department of Agriculture/N.A.C.D. (National Association of Conservation Districts). They are conservationists committed to providing quality trees at a low cost. Shaklee is recommending these U.S.D.A. offices because they are in your local or nearby county.

Get your tree order in as early as possible! [Click here](#) (go to page 2) for instructions for locating the [N.A.C.D. office](#) near you, and additional resources in the US and Canada.
- 3. Get a copy of the N.A.C.D. tree order form** and get info about dates and deadlines. If you can't download the order from the Web site, count a visit to your local N.A.C.D. office as a plus. Remember that this project is all about building relationships on behalf of a better and healthier environment, and N.A.C.D. staff has been alerted that Shaklee Distributors will be contacting them.
- 4. Brainstorm to make a list of tree-planting partners** and how you will proceed. You don't have to plant them all yourself! You could plant one tree yourself and then get others to plant 49. Donate trees to your city and plant them with community leaders. Plant trees in memory of the soldiers in your community, or for local people who have made a difference. You'll want to research other [local Earth Day events](#) in your area and inquire about coordinating. You'll also want to spread the word to local government agencies, schools, faith groups, Girl Scouts/Boy Scouts, local chapters of environmental groups, daycare centers, MOPS groups (mothers of pre-school children), etc.
- 5. Place your order.** With your partners, figure out how many you will plant. Through the N.A.C.D. you will be able to get trees for as little as \$.50-\$1.00. The older the tree, the more it will cost. Two-year-old pines are great for kids to plant because they look like trees, unlike the twiggy seedling of a deciduous tree. With fundraising and dedication, you could plant thousands of trees.

Think about these things as you are deciding how many trees to plant:

- ☐ Nobel Laureate Wangari Maathai told us that each of us needs ten trees to sustain our life, and encouraged us to plant at least ten trees.
- ☐ In addition, you can [calculate how much CO₂](#) your home, car, and yard are adding to the environment every year. Then plant the suggested number of trees to offset your pollution.
- ☐ Studies by the government show that we are in a deficit of nearly 700 MILLION trees.

6. Arrange for pick-up and delivery to participants. Some of us will order a large quantity and have everyone pick them up from us on the tree-planting day. (*Master Coordinator Ellie Rogers says that she has had up to 5000 seedlings/trees in the back of her car!*) Others will have participants do their own pick-up. Do what works for your area to get maximum participation.

7. Create awareness in your community! Get your tree-planting event listed with local media Web sites and newspapers. Get your mayor and your state representatives involved. Have them make a proclamation. (See the model proclamation at www.arborday.org by searching for “proclamation”.) Share your project with local media and provide photo opportunities.

8. Be sure to keep track of the trees planted by your group. Shaklee will be collecting the number of trees planted online, so record the Shaklee ID of any participant who has one, and track the number of trees each Shaklee person also plants through various civic organizations.

Alternatives:

[Wangari Maathai's Greenbelt Alliance](http://gbmna.org/w.php?id=5) at <http://gbmna.org/w.php?id=5>

[The Arbor Day Foundation](http://www.arborday.org) at www.arborday.org

[American Forests](http://www.americanforests.org) at www.americanforests.org

TREE BUYING RESOURCE GUIDE

U.S.D.A./N.A.C.D. (*National Association of Conservation Districts*)

Locate the [N.A.C.D. office](#) near you. Online go to the U.S. LOCATOR MAP at <http://offices.sc.egov.usda.gov/locator/app>

- ☐ Click on your state
- ☐ Click on your county to get local contact information
- ☐ Call the N.A.C.D. office for available trees and ordering instructions

BY PHONE, check the special government pages in your phone book for:

- ☐ U.S. Government
- ☐ Agriculture
- ☐ U.S.D.A./N.A.C.D. local service center
- ☐ Call the N.A.C.D. office for available trees and ordering instructions

American Forests works to protect, restore, and enhance the natural capital of trees and forests and has programs for donations for planting trees in hurricane devastated areas, areas in need of reforestation. They also have trees available for purchase through a donation. This is a Shaklee partner organization in 2006.
www.americanforests.org

The Earth Day Network Web site supports hundreds of organizations planning [Earth Day events](#) each year. Use this link to help locate Earth Day events in your state:
www.earthday.net/programs/find/searchevent.aspx.
You can get your tree-planting event listed with Earth Day Network by [becoming a member](#).
www.earthday.net

The National Arbor Day Foundation has an excellent Web site dedicated to Arbor Day, a nationally celebrated observance on April 28, 2006 (the Friday after Earth Day) that encourages tree planting and care. This site offers detailed information for planning [volunteer tree-planting events](#) with its own event-planning kit for \$29.95.
[Trees Online?](#) If you are unable to find a local source for tree seedlings, the National Arbor Day Foundation Web site has an online store: <http://www.arborday.org/Shopping/Trees/Trees.cfm>
www.arborday.org

TreeLink is another excellent information source, with the best local database of urban and community forestry groups that we've seen. Use their [Who's Who directory](#) to make local contacts and use their [forest e-cards](#) for event invitations.
TreeLink also has [tree-planting information in Spanish](#).
www.treelink.org

CANADA: [Tree Canada Foundation](#) at www.treecanada.ca/index_e.htm
[Canadian Forestry Association](#) at www.canadianforestry.com, or contact David Lemkay of the Canadian Forestry Association at 613.947.9021.

OTHER LOCAL ORGANIZATIONS THAT HELP PLANT TREES *[by State]*

[AR](#) [Arkansas Urban Forestry Council](#)

Kelley Whitehead, Executive Secretary
P.O. Box 809
Fayetteville, AR 72702
800.958.5865

[AZ](#) [Trees for Tucson](#)

Joan Lionetti, Executive Director
P.O. Box 27210
Tucson, AZ
520.791.3109

[CA](#) [TreePeople](#)

Andy Lipkis, President
12601 Mulholland Dr.
Beverly Hills, CA 90210
818.623.4848

[CA](#) [California ReLeaf](#)

Martha Ozonoff, Director
PO Box 72496
Davis, CA 95617
530.757.7333

[CA](#) [Friends of the Urban Forest](#)

Kelly Quirke, Executive Director
Presidio of San Francisco Building 1007 PO
Box 29456
San Francisco, CA
415.561.6890 ext. 109

[CA](#) [Sacramento Tree Foundation](#)

Ray Tretheway, Executive Director
201 Lathrop Way, Suite F
Sacramento, CA 95815
916.924.8733

CA Oakland ReLeaf
Kemba Shakur, Executive Director
835 57th Street
Oakland, CA 94608
510.601.9062

[CA](#) [Northeast Trees](#)

Scott Wilson, President
570 W. Ave 26 #200
Los Angeles, CA 90065
323.441.8634

[CA](#) [Our City Forest](#)

Rhonda Berry, Executive Director
595 Park Ave, Suite 100
San Jose, CA 95110
408.998.7337

[CO](#) [The Park People](#)

Patrick Hayes, Executive Director
715 S. Franklin St.
Denver, CO
303.722.6262

[DC](#) [DC GreenWorks](#)

Dawn Gifford, Executive Director
2451 18th Street, NW 2nd Floor
Washington, DC 20009
202.518.6195

[DC](#) [Casey Trees Fund](#)

Jim Lyons, Executive Director
1425 K St NW, Suite 1050
Washington, DC 20005
202.833.4010

[DE](#) [Delaware Center for Horticulture](#)

Vikram Krishnamurthy,
Tree Program Manager
1810 N. Dupont St.
Wilmington, DE 19806
302.658.6262

[FL](#) [TREEmendous Miami, Inc.](#)

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P.O. Box 323224
Florida City, FL 33034
305.378.1863

FL Sarasota County ReLeaf
Ellen Maloff, Executive Director
2620 Grafton St.
Sarasota, FL 34231
941.922.3693

[FL](#) [Greenscape of Jacksonville](#)

Anna M. Dooley, Executive Director
4401 Emerson St. Suite 3
Jacksonville, FL 32207
904.398.5757

[FL](#) [Mayor's Beautification Program](#)

Erin Budde, Executive Director
PO Box 2104
Tampa, FL
813.221.8733

[GA](#) [Trees Atlanta](#)

Marcia Bansley, Executive Director
96 Poplar St. NW
Atlanta, GA 30303
404.522.4097

[GA](#) [Trees Columbus Inc](#)

Gena Taylor, Executive Director
PO Box 1531 1212 3rd Ave
Columbus, GA 31902
706.571.0436

[GA](#) [Savannah Tree Foundation](#)

Dale Thorpe, President
3025 Bull St.
Savannah, GA 31405
912.233.8733

[IA](#) [Trees Forever](#)

Shannon Ramsay, Executive Director
770 7th Ave
Marion, IA 52302
319.373.0650, ext. 11

[IL](#) [Openlands Project](#)

Glenda Daniel, Urban Greening Director
25 E. Washington, Suite 1650
Chicago, IL 60602
312.863.6255

[IN](#) [Hoosier ReLeaf](#)

Mark Ringenberg
PO Box 425
Leo, IN 46765
260.497.9781

[IN](#) [Indiana Community & Urban Forestry Program](#)

6515 E. 82nd Street, Suite 204
Indianapolis, IN 46250
317.915.9390

[IN](#) [Indiana Urban Forest Council](#)

PO Box 2851
Anderson, IN 46018
765.608.1941

[IN](#) [Forestry and Natural Resources, Purdue University](#)

Rita McKenzie
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765.494.3625

[IN](#) [Keep Indianapolis Beautiful](#)

Andrew Hart, Urban Resources
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445 N. Pennsylvania, Suite 910
Indianapolis, IN 46204
317.264.7555

[IN](#) [Keep Evansville Beautiful](#)

Anne Ennis, Executive Director
223 Main Street
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812.425.4461

[IN](#) [Citizens for GreenSpace](#)

Sue Dillon
507 Cornwall Court
Carmel, IN 46032
317.844.3558

[IN](#) [Trees INC](#)

Trish Eccles
609 Gardendale Road
Terre Haute, IN 47803
812.877.3125

(continued)

[IN Muncie-Delaware Clean and Beautiful](#)

Jim Reese
201 E. Jackson ST, 1st Floor
Muncie, IN 47305
765.289.6222

IN Indiana Community Tree Stewards
April Murray-Clayton, CUF Volunteer
Coordinator
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317.915.9390

[IN Indianapolis Downtown, Inc.](#)

Anne Maschmeyer, Beautification Manager
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Indianapolis, IN 46204
317.237.2201

LA Keep Cenla Beautiful
Bettye Jones, Executive Director
315 Bolton Ave
Alexandria, LA 71301
318.613.1298

[LA Shreveport Green](#)

Donna Curtis, Executive Director
3625 Southern Ave
Shreveport, LA 71104
318.219.1888

[LA Baton Rouge Green](#)

Sue C. Smith, Executive Director
448 N. 11th St.
Baton Rouge, LA 70802
225.381.0037

[MD Parks & People Foundation](#)

Guy Hager, Director, Great Parks & Green
Communities
800 Wyman Park Drive Suite 010
Baltimore, MD 21211
410.448.5663

[MD Anacostia Watershed Society](#)

Robert Boone, President
4302 Baltimore Ave
Bladensburg, MD
301.699.6204

[MD Tree-Mendous Maryland](#)

Terry Galloway, State Volunteer
Coordinator
Maryland DNR Forest Service Tawes State
Office Bldg. E-1
Annapolis, MD 21401
410.260.8510

[MI Global ReLeaf of Michigan](#)

Melinda Jones
1100 N. Main St, #105
Ann Arbor, MI 48104
800.642.7353

[MN Tree Trust](#)

Kirk M. Brown, President
2350 Wycliff Street Suite 200
St. Paul, MN
651.644.5800

[MO Bridging the Gap](#)

Suzy Latore, Program Director
435 Westport Rd, #23
Kansas City, MO 64171
816.561.1061

[NC Capital Trees Program](#)

Lois Nixon, KAB Director
PO Box 550
Raleigh, NC 27602
919.856.6779

[NM Tree New Mexico](#)

Suzanne Probart, Executive Director
PO Box 81827
Albuquerque, NM
505.265.4554

[NY Trees New York](#)

Barbara Eber-Schmid, Executive Director
51 Chambers St, Suite 1412-A
New York, NY 10007
212.227.1887

[OR Friends of Trees](#)

Logan Lauvray, Interim Director
3117 NE Martin Luther King Jr. Blvd
Portland, OR 97212
503.282.8846, ext. 14

[TN Tennessee Urban Forest Council -
Memphis Chapter](#)

Jennifer Smith, Executive Director
6820 Cloudland Dr.
Nashville, TN 37205
615.352.8985

[TX Texas Trees Foundation](#)

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214.953.1184

[TX TreeFolks](#)

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[TX Trees for Houston](#)

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[UT TreeUtah](#)

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Salt Lake City, UT 84101
801.364.2122

[VA Fairfax ReLeaf](#)

Ed Karch, President
10255 Government Center Pkwy Rm 703
Fairfax, VA
703.324.1409

[VA Tree Richmond](#)

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804.353.1800

[VA Gateway Streetscape Foundation](#)

Lois Christensen, Executive Director
PO Box 7
Collinsville, VA 24078
276.634.4674

[WI Greening Milwaukee](#)

Joe Wilson, Executive Director
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414.272.5462

*Shaklee wishes to thank the dedicated Distributors who have started tree-planting programs in their communities
and who contributed these guidelines for Distributors everywhere.*